



Module 3: Accounting & Finance
John Briginshaw Ph.D.

Office: F 502J Haas Office Hours: Monday 11:30am-12:30pm and Friday 9-11am
john.briginshaw@berkeley.edu
 Lectures: 8am Wheeler 150 MWF

Lec	Date	Topic	Pre-study Readings ® is an article in the readings from Study.Net. W denotes a web resource	Notes
1	MON 3/18	What is Financial Literacy? Business Viability Key Economics Terms e.g. GDP	Custom Text Ch. 1 ® 1	In section this week: Review Exam 2. Fixed and variable cost, break-even, Capital structure
2	WED 3/20	Financial Literacy II Business Financing	Custom Text Ch 4	
3	FRI 3/22	Financial Statements – What they mean	Custom Text Ch. 2 ® 2 W 1	
SPRING BREAK				
4	MON 4/1	Analyzing Financial Statements to Evaluate Companies	Custom Text Ch. 2 ® 3	In section this week Revenues and expenses, Accounting Statements and Ratios
5	WED 4/3	Money and the Role of Banking	Custom Text Ch. 3	
6	FRI 4/5	What Capital Markets Mean to Us Financial Literacy III	Custom Text Ch. 3	
7	MON 4/8	Personal Financial Planning	Custom Text Ch. 4	In section this week: Time value of money. GSIs do end of module tasks and assist students in preparing for Module 3 exam
8	WED 4/10	Personal Financial Planning wrap-up and Module review	Custom Text Ch. 4	
	FRI 4/12	Module Exam at 8am In class, Wheeler 150 or Haas F295		

Textbook and reader

Custom Text, “UGBA10 Principles of Business Fall 2018” (3rd edition), Pearson, ISBN 978-1-323-878477 -- Chapters 1-4

Study.net reader – see over

Focus Company (Whole Course)

NETFLIX

® Study.Net Reader Articles

Reading #	Article/Reading Title	
1	Claire Cain Miller, "Delivery Start-Ups Are Back Like It's 1999", The New York Times (August 2014)	
2	V.G. Narayanan and Suraj Srinivasan, "Financial Accounting Reading: Analyzing Financial Statements", Harvard Business School Publishing (April 2017) [HBS 5056-PDF-ENG]	Sections 1-2.2, 2.4 and 2.4.2
3	Timothy Green, "Take Netflix's Earnings With a Grain of Salt", The Motley Fool (investment website) (January 2018)	

W Web Resources (please download)

Reading #	Article/URL
1	Netflix December 31 2018 10-K report (especially pages 40 and 43 (10-K)) -- Select year: 2019; Filter filing type: Annual Filings at https://www.netflixinvestor.com/financials/sec-filings/default.aspx.cfm -- Check it!

Study Tips for Module 3

- Bring calculator to class (not needed in exam)
- If in doubt please come to office hours – your Prof and GSIs are here to help you!
- Please start studying for this module exam **early**
 - Read custom textbook chapters before class
 - Access and read the readings shown above
 - Come to lecture and take notes on your slides
 - Read the slides and notes each night after lecture
 - Questions? – ask Prof or GSI
 - Practice with old exams (available on b courses)
 - **DON'T WAIT TILL WEEK 3!**

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